

**GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT**

Rajiv Education & Employment Mission of Andhra Pradesh – Implementation of **Rajiv Yuva Kiranalu** to provide 15 lakh jobs by 2014 – Implementation structure – Orders – Issued.

**PANCHAYAT RAJ & RURAL DEVELOPMENT (RD.I) DEPARTMENT**

**G.O.Ms.No. 253**

**Dated: 17.08.2011**

**Read the following:**

1. G.O.Ms.No.65, LET & F (Emp.) Department, dated: 5.7.2007.
2. Minutes of meeting of Hon'ble Chief Minister, dated: 23.6.2011

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**ORDER:**

Government is committed to providing manifold and enhanced avenues to the youth of Andhra Pradesh for accessing employment/placements both in the public and private sector and thereby substantially reducing joblessness & deprivation and accelerating economic growth. This requires not only addressing the issue of increasing employment opportunities by pursuing a growth path that balances GDP growth with the growth in employment, but also improving the 'employability' of the youth by aligning their knowledge, skill and aptitude as per the requirements of the economy. The labour market demand is shifting towards 'skilled' and 'highly skilled' categories, whereas most of the youth are unskilled. This calls for a massive initiative to train the youth in the desired skill sets with the active partnership of the private sector.

2. Confederation of Indian Industry (CII) estimated in 2007 that a potential of 8 million new jobs (4.5 million skilled / highly skilled, 3 to 3.5 million unskilled) will exist in the Construction, Textiles, IT & ITES, Health Care, Tourism, Pharmaceutical, Bio-tech, Financial services, Para Military and Security, Engineering, Retail Management, Gems and Jewellery sectors by 2015. A study by Indian Institute of Economic Services (IIES) revealed that even in the technical manpower coming out of the higher and technical educational institutions, nearly  $\frac{1}{3}^{rd}$  remain unemployed, primarily because of the mismatch between the curriculum and the industry requirement.

3. With a view to utilize the expanding opportunities offered by the growing economy and to bridge the skill gap, Government have constituted the 'Rajiv Udyogasri' Society in 2007 with the mandate of achieving placement of 10 lakh youth in 2 years, by coordinating the efforts of various departments engaged in skill up gradation. Employment Generation and Marketing Mission (EGMM) was started for training and placing the youth from rural poor households in the non-farm sector jobs. Similar initiatives have been launched for the urban slums by the Mission for Elimination of Poverty in Municipal Areas (MEPMA). The Welfare departments have been organising training programmes for specific disadvantaged social groups. After a performance review, it is felt that these efforts need to be substantially ramped and fine-tuned to achieve the objectives defined by 2014. Therefore, it is decided that the employment generation program shall henceforth be taken-up on a **Mission Mode** to provide at least **15 lakh jobs** for the unemployed youth and the students coming out of the educational institutions **before 2014**. The programme is to be named as "**RAJIV YUVA KIRANALU**" –after the youth icon late Sri Rajiv Gandhiji and also denoting a new hope and beginning in the lives of the youth.

4. In furtherance of the above, Government hereby constitutes the '**Rajiv Education & Employment Council of AP (REECAP)**' under the Chairmanship of the Hon'ble Chief Minister to give policy direction to the Mission; and '**Rajiv Education and Employment Mission in AP (REEMAP)**' to implement the **Rajiv Yuva Kiranalu** programme under the direction of REECAP. The objectives, structure and functioning of the REECAP and REEMAP shall be as follows:

a) **Objectives:**

- i. To realize the potential of placing at least **15 lakh youth in productive employment by 2014.**
- ii. To **co-ordinate public / private sector initiatives** in the framework of collaborative action; and to prepare sectoral Joint Action Plans (JAPs) with the private sector covering all high employment potential sectors.
- iii. To **re-orient the curriculum in the higher / technical /professional education** in tune with the industry requirements and achieve campus placements of all students.
- iv. To **supervise** the work of the 5 sub-missions constituted for the purpose by setting targets, finalizing strategy, and monitoring the implementation; and to finalize the **budgetary allocations** for each Sub-Mission and to monitor the utilization of the same.
- v. To set uniform **quality standards**, establish **processes**, broad base the **best practices**, create and maintain a common computer **database** of the youth, to **monitor** the skill up gradation programs, and ensure **placements** after training.
- vi. To **finalize a single-window structure** at the District and sub-district levels for the above purposes by integrating and restructuring the existing departmental structures already in place.
- vii. To **coordinate** with the **National Skill Development Corporation**, and other Ministries funding skill development initiatives and to prepare project proposals for getting maximum support from them.

b) **Constitution of REECAP:** The Council shall be constituted with the following members: **Chairman** (Hon'ble Chief Minister), **Vice Chairman** (Chairman, REEMAP), **Member Secretary** (Mission Director, REEMAP), **Ex-officio members**: Dy Chief Minister, Chief Secretary, **(9) Ministers** {LE&T, Rural Development (IKP), Municipal Administration, Youth Services, Medical & Health, Higher & Technical Education, Information Technology, Tourism and Industries} **(9) Secretaries** to Government (LE&T, Rural Development, MA&UD, Youth Services, Medical & Health, Tourism, Higher & Technical Education, Information Technology and Industries); **and (7)** representatives/academic experts/industry experts among them representing the retail, construction, hospitality, textiles, Security, IT & ITeS, Pharmaceutical, Health Care, Tourism, Biotech, Food Processing and Banking/Insurance sectors and CII and FICCI.

c) **Constitution of REEMAP:** REEMAP shall be registered as a society under the Societies Act and shall be reporting directly to the Chairman of the REECAP. The REEMAP shall have a **Chairman, (Full time); A Mission Director** (A senior IAS officer on deputation) and as many professionals / functional specialists as required on contract basis to fulfil the objectives set out for the Mission. The REEMAP shall have the following (5) Sub-Missions:

d) **5 Sub-Missions:** The Employment Mission shall have 5 sub-missions each having a specific geographical area with specified activities (sector-wise) without any overlap:

- i. **Sub-Mission for Employment in Urban areas (SEU):** Responsible for identification, training and employment of unemployed youth in urban areas, headed by the **Commissioner, Employment and Training.**
- ii. **Sub-Mission for Employment in urban Slums (SES):** Responsible for identification, training and employment of unemployed youth in urban slums through the urban SHGs, headed by **Mission Director, MEPMA.**

- iii. **Sub-Mission for placements in Educational Institutions (SEI):** Responsible for ensuring placement of students passing out of the technical & professional institutions by establishing an organic linkage between the academic institutions and industries/services, to be headed by **Commissioner ,Technical Education.**
- iv. **Sub-Mission for Rural Employment (SRE):** Responsible for identification, training and employment of unemployed youth in rural areas with special focus on the SHG households to be headed by **CEO, Employment Generation and Marketing Mission (EGMM)** of the Rural Development Department.
- v. **Sub-Mission for the Differently Abled:** Responsible for identification, training and employment of physically challenged youth in the urban and the rural areas and to be headed by the **Director/Commissioner, Disabled Welfare.**

All the Sub-Missions shall function under the functional control of REEMAP, whereas the administrative control shall remain with the respective Departments.

e) **Funding:** The administrative cost of the REECAP and REEMAP shall be initially met by the Rural Development and the LET&F Departments on a **50:50** sharing basis till specific budgetary allocation is provided by the Government.

5. The Constitution of the REEMAP and setting up of the office shall be completed expeditiously. The Special Chief Secretaries/Principal Secretaries /Secretaries of Rural Development, Labour, Employment, Training & Factories, Municipal Administration, Higher Education, Information Technology and Disabled Welfare are requested to issue orders in accordance with the above.

**(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)**

**S.V. PRASAD  
CHIEF SECRETARY TO GOVERNMENT**

To

The Special Chief Secretary to Government. WCD & SC Department.  
The Principal Secretary to Government, Industries & Commerce Department.  
The Principal Secretary to Government, Rural Development Department.  
The Principal Secretary to Government, Higher Education Department.  
The Principal Secretary to Government, Social Welfare Department.  
The Principal Secretary to Government, Tribal Welfare Department.  
The Principal Secretary to Government, B.C Welfare Department.  
The Principal Secretary to Government, Minorities Welfare Department.  
The Principal Secretary to Government, LET&F Department.  
The Principal Secretary to Government. Health, Medical and Family Welfare Department.  
The Principal Secretary (YS&S) to Government, YAT & C Department.  
The Principal Secretary to Government, MA&UD Department.  
The Principal Secretary to Government, IT & C Department.  
The Principal Secretary to Government, Finance Department.  
The Principal Secretary to Government, Housing Department.  
The Principal Secretary to Government, Irrigation Department,  
The Principal Secretary to Government, TR & B Department,  
The Principal Secretary to Government, Agriculture Department,  
The Principal Secretary (PR) to Government, PR & RD Department,  
The Principal Secretary (RWS) to Government, PR & RD Department,  
The Secretary, Tourism Department, A.P., Hyderabad.  
The Commissioner, Women Development and Child Welfare Department.  
A.P., Hyderabad.  
The Commissioner for Welfare of Disabled and Senior Citizens Department.  
A.P., Hyderabad.  
The Commissioner, Commissionerate of Industries Department. A.P., Hyderabad.  
The Director, Handlooms and Textiles Department. A.P., Hyderabad.

[Contd...4]

The Director, Mines and Geology Department, A.P., Hyderabad.  
The Commissioner, Rural Development, A.P., Hyderabad.  
The Chef Executive Officer, Society for Elimination of Rural Poverty,  
A.P., Hyderabad.  
The Chief Executive Officer, EGMM, A.P., Hyderabad.  
The Director, Technical Education Department. A.P., Hyderabad.  
The Commissioner, Social Welfare Department, A.P., Hyderabad.  
The Commissioner, Tribal Welfare Department, A.P., Hyderabad.  
The Director, Backward Classes Welfare Department, A.P., Hyderabad.  
The Chief Executive Officer, A.P. State Wakf Board, Nampally, Hyderabad.  
The Commissioner, Labour Department, A.P., Hyderabad.  
The Commissioner, Employment and Training Department, A.P., Hyderabad.  
The Director, Factories Department, A.P., Hyderabad.  
The Commissioner, A.P. Labour Welfare Board, A.P., Hyderabad.  
The Commissioner, Family Welfare Department, A.P., Hyderabad.  
The Director, Public Health and Family Welfare Department, A.P., Hyderabad.  
The Director, Department of Culture, A.P., Hyderabad.  
The Commissioner, Tourism, A.P., Hyderabad.  
The Director, Youth Services, A.P., Hyderabad.  
The Mission Director, MEPMA, Masab Tank, A.P., Hyderabad.  
The Managing Director, A.P. Technology Services, A.P., Hyderabad.  
The Managing Director, A.P., State Housing Corporation Ltd., A.P., Hyderabad.  
The Commissioner, A.P. Weaker Sections Housing Pogramme,  
A.P., Hyderabad.  
The Vice-Chairman & Housing Commissioner, A.P. Housing Board.  
A.P., Hyderabad.  
The All District Collectors in the state.  
The Engineer-in-Chief, Irrigation Department, A.P., Hyderabad.  
The Engineer-in-Chief, (State Roads), Roads and Buildings Department,  
A.P., Hyderabad.  
The Commissioner & Director, Agriculture Department, A.P., Hyderabad.  
The Commissioner, PR & RE Department, A.P., Hyderabad.  
The Engineer-in-Chief, RWS, A.P., Hyderabad.  
The Director of Insurance Medical Services, A.P., Hyderabad.

Copy to : The Chief Secretary to Government,  
: The Special Chief Secretary to CM.  
: The Special Secretary to CM.  
: The Additional Secretary to CM.  
: The PS to CM,  
: The PS to Minister (RD)  
: The PS to Minister (IKP)  
: The PS to Principal Secretary (RD)  
: The PS to Principal Secretary (PR)  
: The PS to Principal Secretary (RWS)  
: SF/SC.

//FORWARDED :: BY ORDER//

SECTION OFFICER